

# General Provisions of Investment Invitation for 2016 Fantastic Art China

## I. Duration of Investment Invitation

September 19 - December 31, 2015

## II. Principle

Investment Invitation is classified into *Premier Title Sponsorship*, *Individual Event Title Sponsorship*, and *Item Sponsorship*.

Plans are subject to variations in accordance to requirements from different sponsors under the general provisions.

## III. Range of Investment Opportunities

1. The investment contract is a one-time contract.

Sponsors enjoy the right of first refusal on future events and programs of Fantastic Art China.

Duration of the project: November 15, 2015 - February 15, 2016

### 2. Investment Categories:

- a. Premier title sponsorship
- b. Individual event title sponsorship
- c. Single Item sponsorship
- d. The Sale of Commercials Up Front

Note: The Organizing Committee of Fantastic Art China reserves the right to make adjustment to these provisions during the investment invitation.

2016 Fantastic Art China Events

Opening Ceremony and Art Shows

Light Installation at Empire State Building

Firework Performance on Hudson River

Public Art Exhibition

International Creative Festival

Spring Festival Banquet at the Consulate General of PRC

Reception at Rainbow Room, Rockefeller Center

Spring Festival Firework Pre-show

### **3. Investment Items**

- a. The Global premier partner
- b. The Individual event title sponsor
- c. The Exclusive designated supplier
- d. The Strategic partner
- e. The Supporting sponsor
- f. Special media partner
- g. The authorized online video platform for event videos

### **IV. Sponsorship Benefits**

#### **1. The Global premier partner**

##### **1) Amount of Investment**

##### **2) Number of Sponsors: 1**

##### **3) Benefits**

###### **a. 官方全球首席合作伙伴权益如下:**

- 官方全球首席合作伙伴准称呼;
- 赞助商享有 2016 艺术中国汇组委会授权的官方全球首席合作伙伴权益;

- 赞助商可在自合同签订之日起到活动结束后不超过 12 个月的时间，在合约规定的范围内使用整体活动的视觉符号；
- 赞助商可以“2016 艺术中国汇纽约系列活动官方全球首席合作伙伴”的名义，经主办方授权许可后可自行组织相关的媒体宣传及活动；
- 赞助商享有优先与活动关联艺术家及创作的合作权利（此项专门与艺术家协商具体合作事项）；
- 活动期间，组委会可配合赞助商举办推广主题活动；
- 国际创意与艺术博览会展位一个（具体大小？）
- 活动国内巡回展合作单位优先选择权。

a. Benefits for *Global premier Partner*:

- The use of the name of *Global premier Partner*
- Benefits of official *Global Premier Partners* authorized by Committee of 2016 Fantastic Art China
- Use of the event’s visual symbols as stipulated in the contract, from date of signing till no more than 12 months after the end of the event
- After the permission of the host of the events, the sponsor can organize promotional campaigns as the global premier partner for the 2016 New York event series, Art China.
- The sponsor shall have priority to collaborate with artists and their creation. (For this item, further negotiations with artists about specifics of the collaboration are necessary.)
- During the course of the events, the organizing committee will support the promotional campaigns of the sponsor.
- A booth provided in the International Creative Festival (Space TBD)
- The sponsor enjoys the right to first choice of the exhibition tour partners in China.

b. Advertising Rights

- Press Conference

- News conference at event venues in New York. Mainstream media both home and abroad will be present.
  - Representatives from the sponsor shall be invited to the news conference and give speech.
  - Special credit in press release
  - The emcee of the news conference will give verbal recognition to the sponsorship of the sponsor during the press conference.
- Advertising on the media
- News, exclusive reports and promotions through friendly media outlets (Refer to the Appendix 2: The List of Friendly Media Outlets).
  - Overseas Targeted Advertising. (New York City bus body advertisement, subway station advertisement, event venues advertisement, outdoor advertisement, street advertisement)
  - Targeted Advertising in China (outdoor advertising, print advertising).
  - Promotion in the live broadcast and relay broadcast of some events, as well as video promotion.
- Event Promotion
- Corporate logos on the event' s main promotion poster and in videos.
  - promotional brochures at the event venues.
  - Introduction and promotion on the websites of the events. The logo of the sponsor will appear on the prominent position of the websites.
  - The promotion in the official accounts on social media, and interactions between the enterprise and followers.
- c. VIP Privileges
- 10 staff members from the Premier Title Sponsor will be invited to all the events.
  - Premier Title Sponsor will seated in VIP section at the opening ceremony.
  - Representatives from the Premier Title Sponsor will be invited to attend banquets and reception, and give speech.

d. Individualized embedded advertising in each event. (To be discussed, and see Appendix 1 for 2016 Fantastic Art China resource list)

## 2. Individual Event Title Sponsors

1) Amount of Investment

2) Number of Sponsors: 8

3) Benefits

### a. Benefits of Individual Event Title Sponsors:

- The use of the name of the Individual *Event Title Sponsor*
- Benefits of the Individual Event Sponsors authorized by Committee of 2016 Fantastic Art China
- Use of the individual event's visual design from the day of the signing of the contract to no more than 6 months after the conclusion of the events
- Sponsor is allowed to organize promotional campaigns as "the individual event Sponsor for 2016 Fantastic Art China" after authorization by the organizer
- Sponsors shall have priority to collaborate with artists and their creation. (For this item, further negotiations with artists about specifics of the collaboration are necessary.)
- The Organizing Committee is available to support the sponsor's promotion campaigns during the event.
- Exhibition Space provided in the International Creative Festival
- The sponsor enjoys the right to first choice of the exhibition tour partners in China.

### b. Advertising Rights

#### - Press Conference

- News conference at event venues in New York. Mainstream media both home and abroad will be present.
- Representatives from the sponsor shall be invited to the news conference.
- Special credit in press release

- The emcee of the news conference will give verbal recognition to the sponsorship of the sponsor during the press conference.
- Advertising on the media
- News, exclusive reports and promotions through friendly media outlets (Refer to the Appendix 2: The List of Friendly Media Outlets).
  - Overseas Targeted Advertising (The bus body advertising in New York, and advertising at the venues).
  - Targeted Advertising in China (Outdoor advertising, print advertising).
  - Promotion in the live broadcast and relay broadcast of some events, as well as video promotion.
- Event Promotion
- The videos and posters of the events will contain the logo of the enterprise.
  - promotional brochures at the event venues.
  - Introduction and promotion on the websites of the events. The logo of the Premier Title sponsor will appear on the prominent position of the websites.
  - The promotion on the official accounts on social media, and interactions between the enterprise and followers.
- c. VIP Privileges
- Sponsor will be invited to all the events.
  - Title sponsors will be seated in VIP section at the opening ceremony.
  - Representatives from the title sponsor shall be invited to all the evening parties and wine parties during the course of events.
  - Representatives of Title Sponsors will be invited to attend important ceremonies of individual events and give speech.
- d. Individualized benefits. (To be determined)

- Opening Ceremony and art shows: embedded advertising, guest costumes, the arrangement of the site, equipment support
- The light installation on the Empire State Building: Logo embedded
- Hudson River Firework Performance: Logo embedded
- Public Art Exhibition: Collaboration with artists
- International Creative Festival: onsite booth, theme days, promotion in public areas, advertising and promotion
- Spring Festival Banquet at the Consulate General of the PRC: beverage, catering and gifts provided by the sponsor to the guests.
- Opening Reception at Rainbow Room, Rockefeller Center: beverage, catering and gifts provided by the sponsor to the guests.
- Firework pre-show: performance guests, the arrangement of the site, the stage background

### 3. The Exclusive Designated Supplier

#### 1) Amount of Investment:

#### 2) Items of Investment

- Air and Land Transportation
- Hotels
- Beverage
- Food and catering
- Cellphones, network operators, telecommunication products, technique support
- Gifts
- Printed materials
- Audio, lighting and projection equipment
- Outdoor cold-proof products
- Wardrobe

V. Committee of Happy Chinese New Year: Fantastic Art China reserves all rights to the ultimate interpretation of the provisions above.

Appendix 1: Business Partners of 2016 Happy Chinese New Year: Fantastic Art China

Appendix 2: The List of Friendly Media Outlets (TBD)

- Domestic Media: Artron.net, 99ys.com, CAFA Art Info, artnews.cn, art.ifeng.com, soocang.com, peoplearts.cn, Artspy, cflac.org.cn, hiart.cn, fashion.163.com/art/, cul.sohu.com, collection.sina.com.cn, china.com.cn, art.china.cn, takungpao.com, gmw.cn, shuhua.ce.cn, people.com.cn, CHINADAILY, bbtnews.com.cn, hunantv.com, imgo.tv, etc.
- Overseas Media: The New York Times, The Los Angeles Times, Washington Post, Miami Herald, Associate Press, Reuters Video News, Daily News, Thirteen NYC, NY1, The New York Observer, CBS, NBC, FOX, ABC, Village Voice, Time Out New York Magazine, NY Arts, ART News, NY Art Beat, CCTV, Xinhua News Agency, People's Daily, Phoenix Satellite Television, Sing Tao Daily, US China Press, World Journal, Sinovision, CRI, China News Service